

VISIT CALIFORNIA BOARD OF DIRECTORS

WHO ARE VISIT CALIFORNIA'S BOARD MEMBERS?

The board members are travel and tourism industry leaders representing various regions and industry categories. They are elected by their peers or appointed to serve on behalf of the Governor. As of January 2016.

BOARD CHAIR

SIMA PATEL
Chief Executive Officer
Ridgmont Hospitality

GOVERNOR-APPOINTED BOARD MEMBERS BY REGION

PANOREA AVDIS
Governor's Office of Business and Economic
Development

GOLD COUNTRY
KEVIN FAT
Chief Operating Officer,
Fat Family Restaurant Group

NORTH COAST
TOM KLEIN
Owner, Rodney Strong Wine Estates

CENTRAL COAST
CODY PLOTT
President and COO, Pebble Beach Co.

SHASTA CASCADE
BENJAMIN WEBSTER
Office Managing Shareholder,
Littler Mendelson PC

LOS ANGELES
ERNEST WOODEN
President & CEO, Discover Los Angeles

ORANGE COUNTY
JIM BURBA
President, Burba Hotel Network

INLAND EMPIRE
JOHN KELLIHER
Corporate Secretary, The Grapeline Wine Country
Shuttle

ELECTED BOARD MEMBERS BY INDUSTRY CATEGORY

ACCOMMODATIONS
JOHN ARNETT
Vice President of Operations, Loews Hotels

STEVE ARNOLD
President & COO, Pacific Hospitality Group

JAMES BERMINGHAM
Vice Chair of Marketing
Managing Director, Montage Hotels & Resorts

MICHAEL DUNNE
Area Vice President of Operations, California
Hilton Worldwide

BRIAN KING
Global Brand and Sales Officer,
Marriott International

NOREEN MARTIN
Vice Chair of Operations
Chairwoman, Martin Resorts, Inc.

JORDAN MEISNER
Senior Vice President - Field Operations,
Hyatt Hotels & Resorts

CARLA MURRAY
Senior Vice President of Operations, West,
Starwood Hotels and Resorts

JEFF SENIOR
Vice President of Marketing, KSL Resorts

BOBBIE SINGH-ALLEN
Executive Vice President & COO
California Lodging Industry Association

ANDY WIRTH
Chief Executive Officer, Squaw Valley

ATTRACTIONS & RECREATION
MICHAEL COLGLAZIER
President, The Disneyland Resort,
Walt Disney Parks & Resorts

DOUGLAS MYERS
CEO/Executive Director, San Diego Zoo Global

XIOMARA WILEY
Senior Vice President of Marketing & Sales,
Universal Studios Hollywood

RESTAURANTS AND RETAIL
JEFF KING
Chairman, King's Seafood Company

CARL SCHUSTER
President, CEO and Partner;
Wolfgang Puck Catering

GENE ZANGER
Partner, Casa De Fruta Parkway, LLC

**TRANSPORTATION AND TRAVEL
SERVICES**
GARY BUFFO
Founder/President, Pure Luxury

TERRY MACRAE
Chief Executive Officer,
Hornblower Cruises and Events

PASSENGER RENTAL CAR
PAULA BECK
Vice President of Global Accounts - West,
Avis Budget Group, Inc.

SUSAN IRWIN
Vice President, Enterprise Rent-A-Car

JOSEPH KNIGHT
Vice President of Business Development,
Fox Rent A Car, Inc.

AARON MEDINA
Division Vice President South Pacific Region
Operations;
The Hertz Corporation

OFFICE OF TOURISM
CAROLINE BETETA
Visit California President and CEO
Director of Tourism, Governor's Office of Business
and Economic Development

WHAT IS VISIT CALIFORNIA?

Visit California's mission is to create desire for the California experience and promote the state as a premier travel destination to travelers, media and the travel trade. By increasing travel to California, the state's businesses benefit tremendously through increased traffic and sales, driving overall revenue.

Visit California is funded through a self-imposed assessment on businesses that benefit from travel and tourism.

The California Office of Tourism – functioning under the Governor's Office of Business and Economic Development (GO-Biz) – administers the Tourism Assessment Program, under the California Tourism Marketing Act, established with the passage of SB 256 in 1995.

With that, the state also established Visit California as a nonprofit, public benefit corporation to direct California's promotion – the first-of-its-kind in the nation.

Overseeing the development of a variety of global marketing activities – including advertising, visitor publications and partnership opportunities – **Visit California has a proven track record of spending money wisely.** Nearly 90 percent of the budget goes directly to marketing efforts to inspire travel and increase visitation to the state, while operations account for only 11 percent of funding.

Every six years, assessed businesses vote on whether to continue the assessment that funds these programs.

California's travel and tourism industry united to implement the Dream Big Dividend Competitiveness Initiative, which adjusted rates to increase overall investment in statewide global marketing.

REFERENDUM RESULTS HISTORY

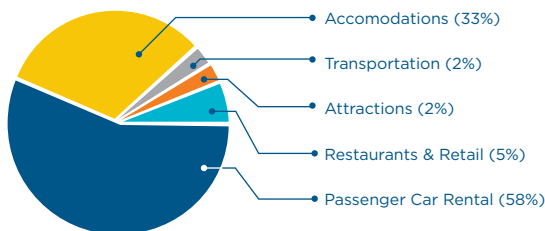
2001: 84 percent approval rating.

2007: 91 percent approval rating.

2013: 93 percent approval rating.

FY15/16 CONTRIBUTIONS BY INDUSTRY SEGMENT

Investors in five industry segments fund the budget for California's tourism marketing

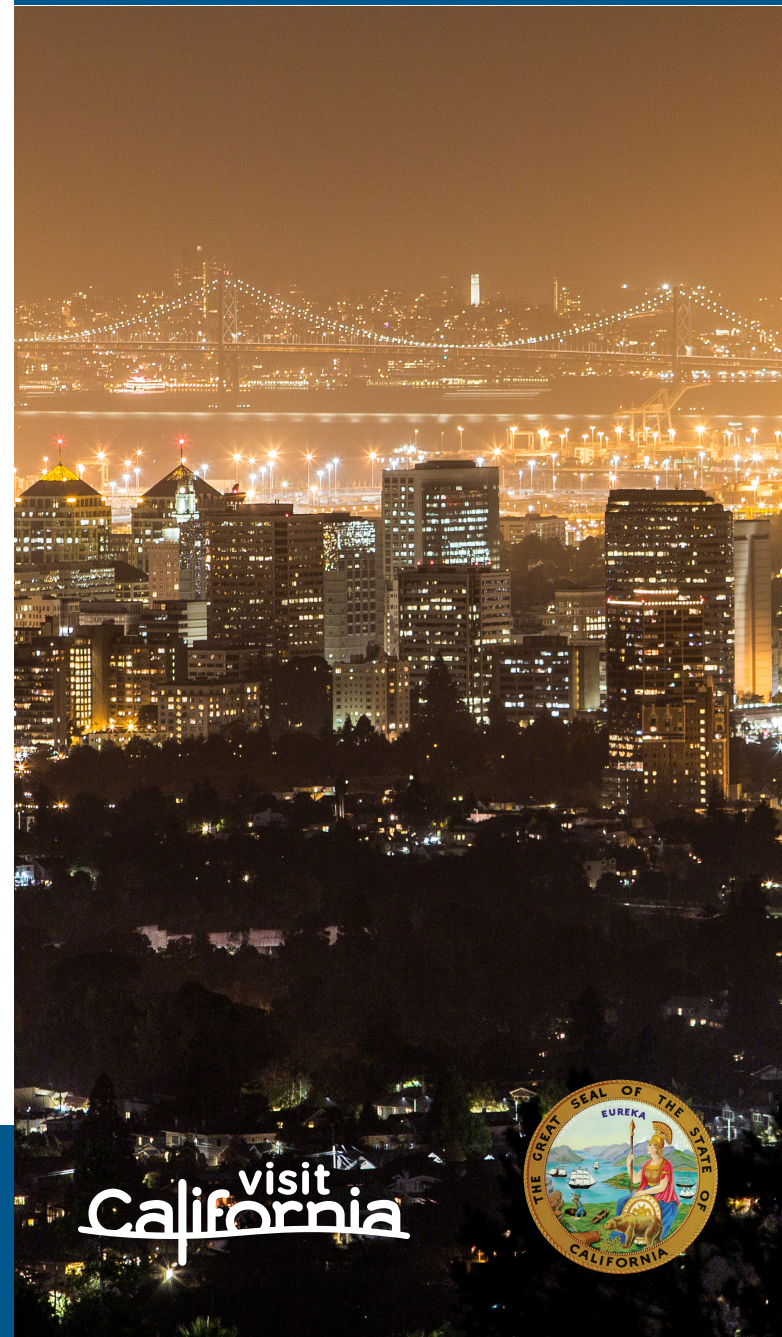


CALIFORNIA OFFICE OF TOURISM ASSESSMENT PROGRAM

PO BOX 101711
Pasadena, CA 91189-1711
(916) 322-1266
assessment@tourism.ca.gov
www.CaliforniaTourism.ca.gov

TOURISM ASSESSMENT PROGRAM

A quick reference for
California's Travel & Tourism Businesses



visit
California



HOW DOES MY BUSINESS BENEFIT FROM THE ASSESSMENT?

Visit California does what the industry cannot do for itself: effectively promote all of California to the world.

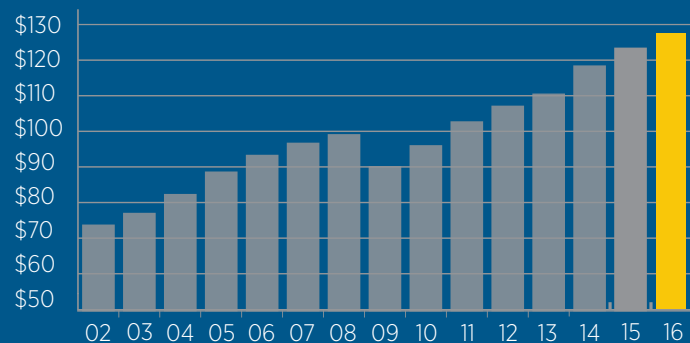
Tourism is big business in California, which has the largest market share of U.S. travel of any state. In 2015, domestic and international visitors accounted for \$122.5 billion in traveler spending, generating \$9.9 billion in local and state taxes.

As the tourism industry is largely composed of services, this spending is directly related to jobs. In 2015, more than 1 million people were employed in the tourism industry, accounting for combined earnings of \$38.7 billion.

In FY15/16, Visit California's marketing efforts in 14 markets obtained more than 8.2 billion global brand impressions, resulting in more than \$12.9 billion in additional traveler spending to the state.

CALIFORNIA DIRECT TRAVEL SPENDING

California was the first U.S. state to have more than \$100 billion in travel-related spending - more than entire countries, such as Australia, Turkey, South Korea and Canada.



FREQUENTLY ASKED QUESTIONS

Is this a state taxation program?

No, the assessment is not a state tax. It is an industry self-assessment authorized by state law. The state does not have access to any assessment funds, and decisions regarding expenditures come directly from the travel and tourism industry through the Visit California Board of Directors.

Why did I receive the tourism assessment form?

A business receiving the Tourism Assessment Form has been identified as a potentially assessable business falling into one of the travel and tourism industry categories as identified in the California Tourism Marketing Act, Government Code 13995.

Am I assessable if most of my receipts are from business travelers?

Yes, travel and tourism revenue is defined as revenue from persons travelling at least 50 miles from home or those that have an overnight stay regardless of the distance or purpose of the travel.

Can I pass on assessment fees to customers?

Yes, the California Tourism Marketing Act allows for some or all of the Tourism Assessment Fee to be passed on to the consumer. Choosing to pass the assessment on is an individual business decision. How the collection of the assessment fee is implemented and whether or not it is disclosed to the consumer is up to each business operator. Any assessment collected from the consumer must be remitted to the Office of Tourism, even if the collection is greater than the fee due.

I own and operate my business at several locations. Does each location need a separate form?

Yes, you must report for each business location. The Assessment Program offers an online filing option to make filing for individual or multiple locations easy.

My business is exempt. Do I still need to file a form?

Yes, in any year that your business is assessed you must file a Tourism Assessment Form. The Office of Tourism may not be able to determine that your business is exempt without the information provided on the Tourism Assessment Form.

How do I determine what percentage of my revenue is travel and tourism related?

As business within the **accommodations industry category**, revenue derived from any charges in conjunction with an overnight stay is considered travel and tourism revenue. Revenue from 31 continuous day stays or longer by the same individual is not assessable. Examples of assessable revenue include, but are not limited to, business and leisure travel, government travel and corporate contracts.

As a business within the **attractions and recreation, transportation and travel services, or restaurant and retail industry categories**, revenue derived from any individual or group of persons who travel 50 miles or more to your business location is considered travel and tourism revenue. The business location and proximity to major freeways, attractions, outlet/premium shopping malls, lodging, or destination locations and venues should be considered when determining the percentage of revenue earned from travel and tourism. In addition, the business' credit card data, market research, consumer surveys or analysis can provide information to assist in determining percentage of tourism.